

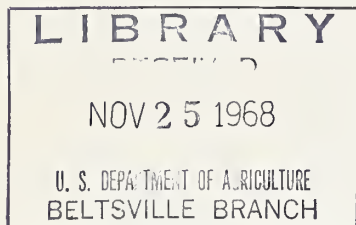
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AGRICULTURAL MARKETING

NOVEMBER 1968 · VOL. 13, NO. 11

**DONATED FOODS
FOR HER?**



CRANBERRY ACREAGE

TO BE COMPATIBLE WITH DEMAND

By Norman C. Healy

THE CRANBERRY INDUSTRY, faced with recently expanded production and acreage, has taken a new approach toward stabilizing market supplies.

Like most American farmers, cranberry growers have utilized advanced technology to increase yields and overall production. But the failure of consumption to keep pace with this output has in recent years resulted in increased carryover stocks.

To remedy this problem, while assuring consumers of adequate supplies, cranberry growers, in cooperation with the U. S. Department of Agriculture's Consumer and Marketing Service, have initiated a plan for allotting to each producer the amount of cranberries designed to assure him of a fair return in the marketplace.

In a referendum held in early August, the cranberry growers voted to amend the Federal marketing order for their crop, originally established in 1962. The major provision of the new amendment calls for

annual producer allotments based on a formula designed to tailor supplies to a given year's projected cranberry demand. By knowing ahead of time what his share of the market will be, a grower can avoid the costs involved in producing berries for which there is no market.

The key factor in determining individual allotments will be a six-year base period ending on Aug. 31, 1974. The important "base quantity" for each grower will be the average of his highest sales, from acreage established prior to Aug. 16, 1968, for any two of the six base years.

Each year, beginning with the 1974-75 crop year, the Cranberry Marketing Committee, which administers the marketing order, will determine what percentage of the overall cranberry production potential will be necessary to meet market demand and provide for an adequate carryover. The percentage of the production capacity needed for this "marketable quantity" will then be applied to each grower's "base

quantity" to determine the amount of cranberries which he may place in regular market channels.

Each cranberry grower will then be advised by the committee of the exact amount of berries a handler can market on his behalf.

The marketing order covers cranberries grown in Massachusetts, Rhode Island, Connecticut, New Jersey, Wisconsin, Michigan, Minnesota, Oregon, Washington and on Long Island, New York. The amendment was supported at public hearings held throughout the growing area and in a referendum of growers.

The amended order adopted by cranberry producers reflects a growing interest within the fruit and vegetable industry to use marketing orders and take advantage of built-in flexibility to keep pace with changing markets. □

The author is Chief, Fruit Branch, Fruit and Vegetable Division, C&MS, USDA.

COVER STORY

Well-to-do men and women all over the country are visiting USDA food distribution centers to give their help to the needy. See page 16.



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What to do with USDA FOOD ?

C&MS helps Elmore-Coosa County, Ala., recipients learn.



"I'M FEELING MUCH better now that I'm getting food," said James Gardner, a recipient of U.S. Department of Agriculture donated foods in Elmore County, Ala.

Gardner, 48, was fast approaching starvation when workers of the Elmore-Coosa County Community Action Program found him. In fact, he weighed only 85 pounds.

He was working at a cotton mill when he became sick. By the time he got well, he was out of money—and food. Although he was no longer sick, he was too weak to work without food. And without work, he couldn't get food. "I didn't have no food, and didn't have no way to get any," he said.

One of the first things the workers did was to see to it that Gardner received USDA-donated foods. Two months later, Gardner weighed 95 pounds.

To be sure, few of the people who receive food assistance actually are starving. But the help Gardner received is a good example of what can be accomplished in a comprehensive educational program in family living and health care that starts in the food distribution center.

USDA's commodity distribution program makes a big difference in the lives of those persons who take part in it. Yet, unless these people know how to make the best use of their donated foods, the program isn't as effective as it can be.

With this in mind, officials at the Federal, State and local levels are working together in Elmore and Coosa Counties in an effort to help the needy in several phases of their lives.

The Coosa County program is county-operated, whereas the Elmore County program is operated by USDA's Consumer and Marketing Service. But this is where the difference ends. Both counties have demonstration tables set up at the food warehouses, they have the same foods, and the purpose of each is to reach the needy.

The Consumer and Marketing Service provides the foods at the distribution center for the recipients to take home and for the food demonstrations carried on at the center.

Community action workers and extension home economists in Elmore and Coosa counties do the actual demonstrations with some guidance from C&MS home economists. They use a "show, taste, tell" approach in order to reach the greatest number of persons.

Various dishes are prepared with the donated commodities. Then, when a recipient passes by the demonstration table, he or she is shown what can be done with the commodities, given a small sample and told how to prepare the dish. The workers also provide guidance in the selection and preparation of additional foods necessary to make up a nutritionally balanced diet.

The CAP workers do a lot of in-home demonstrations. This in-home work ranges from group meetings where several families are shown how to make the most of their commodities to sessions with individuals on how to shop at the grocery store.

Mrs. Elizabeth Edwards, director of the rural and community services program in Elmore and Coosa Counties, said, "Many of the poorest people know the least about how to

get the most quality and quantity for their money. They don't know how to compare weights with prices or to look for grade marks. These are some of the things we are trying to teach them."

Working with Mrs. Edwards is Miss Myrtie Wilson, a nutritionist from Florida State University. One method her workers use in teaching recipients how to buy is to take a family, usually including the mother and her oldest children, to the grocery store for almost an entire day. The family is shown how to pick less expensive items by studying quality and labels. They are also shown how certain medium-priced cuts of meat are actually less expensive than the cheaper cuts because of the smaller amount of waste and greater nutritive value.

Outreach workers contact families that are eligible for food assistance but have not heard of or applied for donated commodities. If these workers find a family that receives commodities but doesn't know how to use them, they put the family in contact with the community service workers. These workers, in turn, either make a point to visit the family or work with them at the distribution center.

Many of the people working with the Community Action Program do so on a volunteer basis. Some of these volunteer workers are recipients who were originally helped themselves.

CAP workers also help low-income families in home management affairs. They encourage families to put in screens—and even more important, they tell them why. As Mrs. Edwards said, "So often these people are told to do something without being told why. If they understand the reason behind things, they are much more receptive to doing them."

A study will be made of this program to determine the effectiveness of the cooperative efforts of officials of the Consumer and Marketing Service, the Office of Economic Opportunity and the Extension Service in communicating food education to the Nation's needy. □

FACTS FAST—

a directory of instant market news

*Automatic answering devices help Federal-State market news reporters
get up-to-the-minute market information to those who need it.*

INSTANT MARKET NEWS! Dial a number and hear the latest market information from an automatic answering device.

Farmers and others who need up-to-the-minute market news can get this service in a growing number of places around the Nation.

The following directory lists 32 such services, in 14 States, which are serviced by skilled reporters in the Federal-State Market News Service.

All of the fruit and vegetable reports in this directory are available 24 hours a day. The frequency-of-change for all telephone reports varies considerably. Most of the reports are changed at least once daily. All of the fruit and vegetable telephone reports are changed from three to five times daily, depending on the size of the market news office.

This is only one of many ways used to get market information out to those who need it—another service of the Consumer and Marketing Service of the U.S. Department of Agriculture, and cooperating State departments of agriculture.

Directory

(Numbers in parenthesis refer to telephone area codes.

ARIZONA

Nogales (602) 287-5022

Reports on fruits and vegetables available from December through June.

Phoenix (602) 279-4134

279-4135

279-4136

Lettuce and other vegetables reported year-round.

Yuma (602) 782-9597

Lettuce and melon reports from November through July.

CALIFORNIA

Bakersfield (805) 323-0727

Potato reports from May through June.

El Centro (714) 352-5130

352-5131

Reports on lettuce, melons, and other vegetables from December through July.

Fresno (209) 268-5458

Fruits, melons, vegetables reported year-round.

Indio (714) 898-5571

Reports on grapes from May through June.

Los Angeles (213) 622-7822

Year-round reports on hay and grain. Updated twice daily: hay at 11:30 a.m., grain at 2 p.m.

Salinas (408) 424-1425

424-1426

Lettuce and other vegetables reported year-round.

Santa Maria (805) 925-0091

Lettuce and other vegetables reported year-round.

Stockton (209) 466-3085

Information on 12 major Midwest livestock markets, wholesale meat, California feedlot-range sales, and auction markets. Updated twice a day.

COLORADO

Alamosa (303) 589-6200

Lettuce reports from July through August.

Brush (303) 842-2249

Colorado feedlot cattle sales, feeder auction sales, meat trade information, Midwest hog market information. Year-round. Updated three times a day.

Ft. Morgan (303) 842-2249

Same as Brush, Colorado.

Greeley (303) 535-6009

Potato and onion reports from September through November.

Greeley (303) 353-5170

Colorado feedlot cattle sales, feeder auction sales, meat trade information — year-round. Lamb trading reports from December through March. Updated three times a day.

Monte Vista (303) 852-2568

Potato reports from September through May.

Palisade (303) 464-7070

Peach reports, August through September

Rocky Ford (303) 254-7426

Reports on potatoes and onions from August through September.

Sterling (303) 522-4772

Colorado feedlot cattle sales, feeder auction sales, meat trade information, Midwest hog market information. Year-round. Updated three times a day.

DELAWARE

Dover (302) 697-3048

Reports on potatoes from July through October.

FLORIDA

Pompano Beach (305) 933-4343

Vegetable reports from October through May.

IDAHO

Idaho Falls (208) 523-6975

Reports on potatoes and onions from September through June.

ILLINOIS

Springfield (217) 525-2055

Grain market news reports—corn, wheat, soybeans, and oats—year-round. Changed daily at 4:45 p.m.

IOWA

**Ames* (515) 294-6899

Reports slaughter livestock and meat prices. Updated twice daily.

**Ames* (515) 294-4347

Reports feeder cattle information. Updated twice daily.

**Ames* (515) 294-6911

Reports grain futures transactions.

*The Ames market reports are issued by the State extension service at Iowa State University, Ames.

KANSAS

Dodge City (316) 227-8641

Reports direct trading of livestock in Western Kansas, Colorado, and Oklahoma, and wholesale meat trade. Year-round reports are updated twice a day.

MISSOURI

St. Louis (314) 622-4517

Reports year-round prices and market conditions on poultry and eggs. Updated daily at 11:30 a.m.

NEW JERSEY

Bridgeton (609) 455-2510

455-2511

Fruit and vegetable reports available year-round.

Highstown (609) 448-1482

Year-round reports on fruits and vegetables.

NEW MEXICO

Clovis (505) 763-3030

Livestock market news reports updated five times a day. Reports on carlot meat trade, cattle futures, Midwest livestock markets—plus local feedlot and range sales each Friday.

Las Cruces (505) 646-3196

646-3197

Reports on lettuce and onions available in October and from May through June.

NORTH CAROLINA

Elizabeth City (919) 335-1178

Potato reports from June through July.

TEXAS

Hercford (806) 364-1194

Vegetable reports from July through November.

WYOMING

Casper (307) 265-2320

Report on marketings of slaughter and feeder cattle and lambs in Wyoming and Western Nebraska, plus carlot meat information from Denver, Chicago, New York. Updated daily. □

Cotton Gets New Image

The Research and Promotion Act enables Cotton growers to improve their competitive position and expand market possibilities

MINI-SKIRTED MODELS in a department store fashion show seem far removed from the life of the average cotton farmer. However, if those models are wearing mini-skirts made of cotton, they become increasingly important to the cotton farmer if he wants the cotton industry to continue competing in the expanding market of fibers.

Fashion shows featuring clothing made of 100 percent cotton are just one of the many ways in which cotton is being promoted under the Cotton Research and Promotion Act. Passed in 1966, the Act enables cotton growers to improve their competitive position and expand market possibilities through a self-help program of research and promotion. The Act calls for an assessment of \$1 per bale from upland cotton producers for research and promotion.

A \$10 million budget has been approved for research and promotion in 1969. The budget calls for expenditures of about \$6.7 million for sales promotion and \$3.3 million for research.

Initiation of this expanded 1969 program will bring new and increased efforts which are needed to assure a healthy future for cotton and cotton producers.

Administering the program is a 20-man Cotton Board appointed by the Secretary of Agriculture from nominations made by cotton producer organizations. The Cotton Board has entered into a contract with another cotton producers' organization — the Cotton Producers Institute (CPI) — to develop and implement the research and promotion projects. Officials of the U. S. Department of Agriculture's Consumer and Marketing Service's Cotton Division work closely with the Cotton Board and CPI to insure that the program is conducted in accordance with provisions of the Act.

Two-thirds of the 1968 budget of \$8 million is allocated to sales promotion. Eighty-five percent of these funds is for advertising in printed publications, with emphasis on national magazines, daily newspapers and cooperative promotions with manufacturers and retailers.

During 1968, the theme for the cotton promotion program, "Comfortable, Carefree Cotton—You Can Feel How Good It Looks," was used in 268 full-color advertisements in 27 national magazines with a total gross readership of 1,217,198,150. The advertisements promoted women's and teenagers' apparel, men's and children's clothing and piece goods for home sewing.

In several fashion magazines, CPI placed special four-page color advertising sections featuring fashions made of 100 percent cotton. One magazine supported the advertising with 14 pages of editorial features on cotton fashions.

Chain stores provide CPI with a powerful source of cooperative effort in promoting a wide range of cotton products. One large chain store staged fashion shows in 45 major marketing areas supporting the sale of 100 percent cotton retail piece goods. These shows were sponsored cooperatively by the chain, a major pattern company and CPI.

Promoting the use of cotton in the fabric industry is the fabric library set up by CPI in New York last March. The library, which features thousands of patterns and colors of cotton materials, is available to fabric manufacturers for displaying their cotton fabrics.

Expanded activity in other areas such as retail sales training, fabric development, trade advertising, and market and press week projects is helping convince retailers and others that the cotton industry intends to fight for its place in the market.

Trade reports, advertising surveys, and readership studies are utilized by CPI to determine the effectiveness of its promotion activities. Such information is proving to be reliable and will be used in the planning of subsequent promotion programs.

The remaining one-third of the 1968 budget, \$2.7 million, is being devoted to research in such areas as cotton insects, diseases, weeds, mechanization, quality, marketing, mill processing and finishing, and consumer quality improvement.

Research efforts on cotton insects have centered around learning how to more effectively control the boll weevil, bollworm, pink bollworm and lygus. Intensive studies are also underway to control the three main cotton diseases — Verticillium wilt, seedling diseases, and boll rot—which cause losses of around 12 percent of each year's crop.

Effective and economical control of weeds with chemicals is an important CPI research effort. Research scientists are also studying more efficient methods of applying chemicals as well as soil-plant-nutritional-machine-interactions to assure dependable and uniform cotton stands.

One research project deals with the investigation of biochemistry and physiology of the cotton plant, particularly the hormone control systems which govern flowering, fruiting and shedding.

The Institute is conducting the first thorough industrial engineering analysis and systems study ever undertaken on the processing, handling and marketing of cotton.

Considerable research effort is being devoted to the development and perfection of durable press processes and finishes for all-cotton goods. Research is also underway to improve other consumer qualities in cotton products such as resistance to soil, fire and weather. □

Poultry and Egg Acceptance Service:

QUALITY GRADING FOR QUANTITY BUYERS

MOST SERVICES TODAY are performed by specialists. This is true whether the service is in medicine, electronics, auto repair — or food buying.

Buyers for private and governmental institutions—such as airlines, steamship lines, restaurants, hotels, schools, hospitals, etc.—are specialists themselves. But increasingly they are utilizing the services of still other specialists—specialists in food quality—graders employed by the U.S. Department of Agriculture and cooperating State departments of agriculture.

The grading programs operated by USDA's Consumer and Marketing Service and cooperating States provide a specialized service for institutional buyers — an Acceptance Service through which quantity purchases may be checked by Federal-State graders for assurance that these purchases meet contract requirements.

Under this program, quantity buyers can have their poultry and egg purchases, for example, examined by specialists in poultry and egg quality — Federal-State graders stationed at some 800 locations around the country.

On request, these poultry and egg graders will even assist the quantity buyer in writing up clear-cut specifications which will enable him to obtain competitive bids from several suppliers.

Then after bids are let, the Federal-State graders will examine the poultry or eggs at the seller's plant.

If the product meets specification requirements, the grader will seal the container and mark it with the USDA contract-compliance stamp. He will also prepare a certificate which states that all requirements have been met. This certificate will accompany the shipment so that the buyer need only check this, and the U.S. identification on the containers, to make sure that he is getting exactly what he ordered.

The C&MS acceptance service is available for purchases of poultry, eggs, and egg products.

Quantity buyers who wish to use the Acceptance Service for poultry and eggs should specify in their purchase orders that all items are to be officially certified by the U.S. Department of Agriculture for acceptance. They may, if they wish, specify that costs of this service be borne by the supplier. (The nominal fee for this service may be borne by either supplier or buyers, as specified.)

Purchase orders should also spell out specifications for the products to be purchased—kind, type, class, size, and quality. Test weighing, packaging, and transportation requirements may be set forth also.

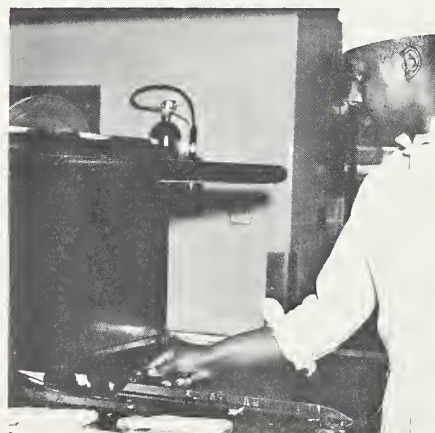
For poultry, a buyer specifies whether he wants chickens, turkeys, ducks; whether he wants chilled or frozen birds; he also specifies class, that is, broilers, roasters; he asks for a specific weight range of the birds; and designates USDA Grade A or Grade B.

For shell eggs the buyers ask for Grade AA (or Fresh Fancy), or Grade A, and specifies that the weight class be either Jumbo, Extra Large, Large, Medium, Small, or PeeWee.

And for USDA-inspected egg products, there is a choice of dried, liquid, or frozen egg products; a choice of whole eggs, egg whites, yolks, or blends; and a choice in the types of packaging.

Among the largest users of the USDA Poultry Acceptance Service are several State universities. Representatives of these institutions have told C&MS that they not only like the quality-assurance they receive from using the acceptance service, but the specifications permit them to obtain more bids on their contracts, thus helping them get the lowest possible cost while not compromising on quality. □

USDA grader examines poultry for compliance with quantity buyer specifications (right). Chef prepares omelets for quantity food service (below).



*Official
Acceptance
Stamp*

Bureau of the Census Prepares for 1969 CENSUS OF AGRICULTURE

By J. Thomas Breen

THE 1969 CENSUS of Agriculture will be designed to meet the data needs of today's dynamic agriculture. It will be taken by mail and will provide the essential figures for all farms, by counties, comparable with data for 1964 and earlier census years. The information supplied by it will be useful not only to producers themselves, but also to such varied groups as marketers, the media, advertisers, those involved in agriculture-related industry, economists, sociologists, and a large segment of C&MS employees. The operation of many C&MS programs—market news, marketing service, statistics, transportation and storage of farm products, emergency preparedness, regulatory, and information—is aided by the availability of the kinds of data in the Census.

Farm Definition Unchanged

The definition of a farm in the 1969 census will be the same as the definition used in 1964 and 1959. Places of less than 10 acres will be counted as farms if 1969 sales of agricultural products are at least \$250. Places of 10 acres and more will be counted as farms if sales amount to at least \$50.

Comparable County Data, 1964-69

Much of the statistical information gathered and published for 1969 will cover *all farms in all counties*, and will be comparable with data for 1964 and earlier census years. Following are principal comparable items: Total number of farms, acres in farms, acreage devoted to seven major price-supported crops and numbers of major kinds of livestock on the farm. Further items are number of farm operators by age, value of all farm products sold including forest products, days of off-farm work by farm operators, recreation income, number of autos, trucks, tractors, combines, and corn pickers including corn heads for combines. Expenditure questions in-

clude purchases of feed, fertilizer, pesticides, lime, gasoline and other farm fuels, machine hire, farm labor, and livestock and poultry purchases.

County Data for Farms Above \$2,500

Some statistical items will be reported in 1969 only for farms with sales of \$2500 and over. Typical items are acres of crops irrigated, number of wheel-type vs. crawler-type tractors, acres of alfalfa harvested, number of regular hired workers, tons of dry and liquid fertilizer used, acres of major crops fertilized, acres limed, inventory numbers of cattle, hogs and sheep by age-sex classes, number of grain-fed cattle sold, and other statistical items.

New Census Items

All farmers will be asked for the first time to give their best estimate of the sale value of their machinery and equipment, age of selected items of equipment, expenditures for key items such as pesticides and tons of commercially mixed formula feeds.

State Tabulations

As in 1964 and earlier, data to be published for 1969 on a State, but not on a county basis include characteristics of farms in income categories, by type; cattle and calves by size of herd; hogs and pigs by number on farm; sheep and lambs by size of ewe flock; and chickens over 3 months old by size of flock.

Differences in Procedure

A major difference in the procedures used in the 1969 Census of Agriculture is to ask farmers to fill out and mail back their questionnaires. In 1964 and earlier censuses, paid enumerators called on all farm operators to complete and pick up the questionnaires. The 1969 questionnaires will be mailed out in January 1970. A test mailing to approximately 18,000 farm addresses in two States in early 1968 indicates that mail returns may range from 85 to 95% in various sections of the country. Data for the remaining 5

to 15% will be obtained by follow-up procedures. Response is required by law.

Enlarged Scope

The specialized operations which produce most of our food and fiber will be asked in January 1971 by mail for additional information about major trends in production methods. Plans are being developed for this part of the 1969 Census of Agriculture, and the results will be published separately.

Farm Finance

A special sample survey of farm finance is under consideration. It will represent all farms stratified by class of farm.

The author is Chief, Agriculture Division, Census Bureau.

Farm Data from Population Census

The Census of Population and Housing to be taken as of April 1, 1970, will be the primary source of data on characteristics of farm and non-farm people and housing. Occupation in 1970 versus 1965, education and net farm income after operating expenses, are some of the facts to be recorded. Both farm and non-farm residents regardless of their principal occupation for the first time will be asked to report net earnings from their farms. Many other facts about the farm operator and household will be in the 1970 Population and Housing Census.

USDA representatives who serve on the Bureau of the Census Advisory Committee on Agriculture Statistics are Dr. Harry C. Trelogan, Administrator, Statistical Reporting Service and Mr. Carl P. Heisig, Deputy Administrator, Economic Research Service. You may direct specific questions about the 1969 Census of Agriculture to Mr. J. Richard Grant, Statistical Reporting Service, U.S. Department of Agriculture, Room 1130, South Building, Washington, D. C. 20250. □

THE NEW LOOK...

JACK SPRAT WILL eat no fat, His wife will eat none either. And so lean meat is all they eat, And fat is sold to neither.

This version of the old nursery rhyme is suggested for today's children. No modern child is going to believe that Jack Sprat's wife would eat no lean. In fact, the average American consumer's aversion to excess fat on meat has exerted a significant influence on the U.S. live-

and more fat before placing meat cuts in the meat counter.

So retailers are demanding carcasses with less excess fat from the packers, and many packer buyers in turn now select livestock which have a large percentage of lean meat.

This doesn't mean that consumers are willing to accept a lower quality of lean meat. USDA Choice is still the grade most widely sold at retail and produced in the greatest volume.

in Meat Animals

By Robert L. Leverette

*Today the trend is toward higher cutability cattle—
thicker muscled cattle with less excess fat.*

stock and meat industry.

At livestock shows, and on farms and feedlots around the country, the stress these days is on a new look—leaner, thicker-muscled animals that yield a higher percentage of retail cuts. Rapidly disappearing are the livestock buyers who select blocky, "fat" cattle; now they look for high quality, thickly muscled animals, with a minimum of excess fat.

This change is primarily due to consumer demand for a closely trimmed meat product. To please their customers, retailers have discovered they must trim away more

Retailers have found that this level of quality pleases most of their customers.

Since the Federal Meat Grading Service was initiated in 1927, U.S. Department of Agriculture grade standards for meat and livestock have been instrumental in transmitting consumer preferences back through marketing channels. Administered by USDA's Consumer and Marketing Service, the voluntary meat grading program has grown to the point where last year Federal meat graders quality graded almost 13 billion pounds of beef—about 85

percent of the beef sold as retail cuts.

The meat grading program has been successful for many reasons. Consumers learned they could be sure of getting high quality beef when they saw the USDA Choice or Prime grade marks, so they were encouraged to buy more meat. Retailers discovered meat grades helped them to consistently provide the uniform quality of meat their customers wanted, without the necessity of a personal inspection, which helps hold down marketing costs. And producers felt the impact because more buyers began bidding for livestock to supply the increased consumer demand.

USDA grade standards for livestock and meat provide the only nationally available means of reflecting consumer preferences for meat back to the livestock producer, and consumer demand for leaner meat prompted probably the most significant innovation in grade standards since Federal meat grading began—yield grades for beef adopted in 1965.

Yield grades indicate the amount (yield) of trimmed retail cuts expected from a beef carcass. Yield Grade 1 represents the highest expected yield of trimmed cuts, Yield Grade 5 the lowest yield.

During the three years since yield grades were introduced, the livestock industry has become increasingly "cutability (yield) conscious." In a recent four-week period, a total of 202 million pounds of beef were yield graded, almost 20 percent of

This Yield Grade 4 steer shows fullness in his hind, fore flanks, and brisket. Rolls on his side are becoming evident.



This meat-type steer, Yield Grade 2, is trim, firm and thickly muscled. The bulge to his round shows muscling.



A U.S. No. 4 grade swine, this barrow shows fatness at edge of the loin, rear flank, shoulder, jowls, and belly.



the volume quality graded—compared with 4 percent in 1966.

C&MS Livestock Division officials believe yield grading—a C&MS voluntary, fee-for-service program like quality grading—will become increasingly popular in the future. A USDA livestock marketing specialist noted:

“Last year, an estimated 2 billion pounds of fat were removed from

The author is a Livestock and Marketing Specialist, Standardization Branch, Livestock Division, C&MS, USDA.

the fed beef portion of our cattle production. It costs money to put excess fat on cattle—and it costs money to ship it around the country only to have it trimmed off and sold for a fraction of the total cost of production and transportation. Yield grades should be very effective in bringing about changes which will eliminate much of the waste fat now present in the production and marketing of beef.”

The livestock industry is obviously awakening to the possibilities of identifying carcasses and live (slaughter) animals for cutability, or yield, differences. In the last year, industry magazines have carried numerous articles such as “Cutability—Not Just a Theory: Smart Feeders Can Make It Pay.”

USDA Livestock Division personnel point out that meat-type steers may be produced by selective breeding. “Thickness of muscling is definitely a heritable trait,” they say, “and so is the ability to produce

This superior meat-type hog, graded U.S. No. 1, will produce high-quality lean meat and relatively little backfat.



high-quality lean without a thick covering of excess fat.”

In feeding cattle to get the quality desired by modern consumers it is probably inevitable that there will always be some excess fat. However, it is estimated that about half of the excess fat now being produced could be eliminated through improved beef breeding and management programs without any sacrifice in the eating quality of beef.

Swine production is one area where improved breeding programs have shown visible results. A one-year study (completed in March 1968) conducted by USDA's Economic Research Service, assisted by C&MS, showed that 49 percent of the hogs slaughtered under Federal inspection graded U.S. No. 1—compared with 1960-61, when only one-third of the hogs were No. 1.

Producers have developed “new” swine—longer, leaner hogs with high-quality lean and relatively little backfat—in response to consumers' preferences.

In line with the tremendous progress in swine improvement made by the industry, C&MS livestock technicians recently revised the grade standards for pork carcasses (April 1) and slaughter barrows and gilts (July 1). These standards established a new U.S. No. 1 grade to identify the increased number of lean, thickly muscled carcasses being produced today. In the revised grades, the U.S. No. 2, 3, and 4 grades correspond in general to the old grades U.S. No. 1, 2, and 3.

In the beef and swine industries—the new look in meat animals is here to stay—and the recently proposed yield grades for lamb follow this trend.

By reflecting consumer preference, USDA grade standards provide the incentive for livestock producers to develop a more desirable product. The producer can now receive a financial premium for selling high-yielding animals, while packers and retailers save money by having less waste fat and more lean to sell. And in the end the consumer benefits by getting the product he wants at a price he is able to pay.

INSPECTION for your PROTECTION

Protecting your health and well-being is a constant concern of meat and poultry inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service. Recent routine actions, exemplifying their “behind-the-scenes” activity, include:

. . . Condemning 2,000 pounds of fresh pork shoulders and sausages because of improper refrigeration in the meat plant.

. . . Refusing entry into the United States of 8,840 pounds of imported canned pork luncheon meat because of damaged and rusty cans.

. . . Condemning 8,000 pounds of sliced, packaged bologna, found before shipment from a packing plant to have “soured.”

. . . Detaining 86,392 pounds of hams and fresh pork cuts and 59,446 pounds of canned meats—all previously involved in a train wreck—until they could be reinspected to determine damage and possible contamination.

. . . Retaining—until they could be reweighed and correctly labeled—15,000 frozen hamburger patties found to be underweight.

. . . Refusing entry into the United States of 26,231 pounds and canned corned beef, found to contain excessive pesticide residues.

. . . Detaining—under new authority provided under the Wholesome Poultry Products Act of 1968—321 pounds of uninspected frying chickens shipped from Georgia to a retail outlet in South Carolina. □

USDA AID TO POTATO GROWERS IN TIME OF NEED

C&MS helped market the record large 1967 fall potato crop through Section 32 diversion and purchase programs.

THE 1967 FALL POTATO CROP was record large—231 million hundredweight, 15 percent above the 1962-66 average. While these are interesting facts for the record books, the large crop meant trouble to the thousands of individual growers who produced it. Prices to growers dropped nearly 25 percent below the 1962-6 average.

In January 1968, the U.S. average price to potato growers was \$1.63 per hundredweight, 58 percent of parity.

Potato growers asked the Secretary of Agriculture for marketing help, and on January 8, the U.S. Department of Agriculture's Consumer and Marketing Service started two programs to remove excess supplies, so that prices would improve. Both programs, and a third begun in February, were operated under Section 32, Public Law 320. The purpose of Section 32 is to permit such help to growers to improve prices when an oversupply depresses prices.

The first program, potato diver-

sion, provided payments to reimburse growers who disposed of potatoes to such lower-paying outlets as starch and flour manufacture and livestock feeding. By the time the program ended on April 30, 14.6 million hundredweight of potatoes in 15 major potato-producing States had been diverted to these uses at a cost to the government of \$7.7 million.

The second program provided for purchase of fresh potatoes, for distribution to schools and other outlets, in States which had no starch plants or livestock feeding operations. A total of 131,065 hundredweight was bought in five States, at a cost of \$275,256.

Instant mashed potatoes (flakes and granules), for distribution to needy families, were bought under the third program. The total purchase of 16.8 million pounds of instant mashed potatoes cost \$3.4 million (including the costs of distribution).

Altogether, USDA's three pro-

grams removed more than 16 million hundredweight of potatoes from normal market channels.

Did the programs work?

Relieved potato growers, through their growers associations and State Departments of Agriculture, gave Secretary Freeman this response:

"The program . . . has instilled confidence in the producers as well as the distributive industry. The psychological effect has been tremendous, as the spirit of the producers and the marketing agencies was almost one of despair. This has been very beneficial in increasing prices, particularly in those areas that have a high quality product in the fresh channels. . . . You and your staff are to be congratulated for giving this help to the most important vegetable crop grown, which furnishes such a substantial portion of the food consumed every day." *A. E. Mercker*, Executive Secretary, Vegetable Growers Association of America, April 16, 1968.

"I would like to express my sincere appreciation, and that of the potato industry, for the expression of concern and the forthwith action in putting the diversion program and outright purchase program into effect. There is no doubt in my mind but that this diversion . . . is one of the principal reasons we have seen an improvement in the price of potatoes during the past three weeks." *Doyle Burns*, Executive Director, National Potato Council, May 1, 1968.

"The Potato Diversion Program just completed was truly beneficial to the State of North Dakota. Potato growers were highly satisfied with the program as evidenced by their whole-hearted participation." *Arne Dahl*, Commissioner, Department of Agriculture, State of North Dakota, May 2, 1968.

"I want to express to you our deep appreciation for the consideration which you gave to our recommendations and also for the most excellent manner in which the United States Department of Agriculture conducted the Diversion Program. This was indeed a most helpful program to an industry which was in distress." *Russell G. Schwandt*, Commissioner,

Minnesota Department of Agriculture, May 3, 1968.

Growers had good reason to express their appreciation of the potato programs. By April prices had doubled in many producing areas—in Maine, for example, from \$1 to \$2 per hundredweight, and in Idaho from \$2.40-\$2.60 to \$4.75-\$4.90. The average U.S. price to growers in May was \$2.55 per hundredweight, 88 percent of parity.

The total cost of the diversion and purchase programs was about \$11.4 million. It's hard to estimate what the programs meant in terms of returns to potato growers in all 20 States who participated, but the July 1968 issue of the *Potato Councillor*, official publication of the Maine Potato Council, gave this estimate for the State of Maine:

"This last year, at a cost to the Federal Government of less than two million dollars, it is conservatively estimated that the diversion program brought to the industry (in Maine) over ten million dollars."

High yields were partly responsible for overproduction of the 1967 fall crop and the resulting low prices, but the excess supplies were also caused by growers planting too many potatoes. In acreage-marketing guides developed for vegetable growers before each planting season, C&MS recommends a planted acreage that will produce supplies to balance with market needs. Secretary Freeman urged potato growers in February to reduce summer and fall plantings by 5 percent this year, to keep production at realistic levels.

The primary responsibility for adjusting production to market needs, to stabilize supplies and prices, rests with the potato industry. Section 32 programs are intended to provide limited assistance to growers in a depressed market situation—to help them maintain their incomes in producing the supplies of food consumers need. Prudent use of such programs is essential to avoid giving false encouragement to growers about the market for their crops. Otherwise, the programs may do more harm than good, by stimulating excess production. □

Louisville Schools Encourage Plate Lunches

THE LOUISVILLE, KY., school system is facing—and solving—some complicated child-feeding problems that plague the Nation's schools, especially those in metropolitan areas.

Louisville has 64 schools with an enrollment of nearly 50,000 children. Among the problems it faces, for instance, are:

How do you solve the peculiar American enigma of malnutrition without hunger? In large school systems, children from the wealthiest and poorest sections of a city will attend the same class. Is little Johnny pale and thin because he doesn't have enough food to eat at home and can't afford lunch at school? Or is he a victim of over-indulgence at home and lots of spending money used on snacks at school?

Once a needy child has been discovered, how do you overcome his refusal to eat a free lunch because he is ashamed to use the ticket he gets indicating he is entitled to a free lunch?

And, how do you convince the child with adequate spending money that it is better to eat a hot nutritious Type A lunch, prepared under standards set up by the U.S. Department of Agriculture's Consumer and Marketing Service, instead of a piece of pie or cookies and coke served in the a la carte lunch line?

These and many other problems are being met and overcome by the Louisville school lunch program. After an extensive study last school year by the Consumer and Marketing Service's School Lunch Division and the Kentucky Division of School Lunch, the Louisville school system made its school food service program one of the most modern and comprehensive in the Nation.

At the time of the study, all of Louisville's schools were participating in USDA's National School

Lunch Program. (Under this program, a school receives a cash reimbursement for every lunch served and has, in addition, full use of USDA-donated foods.)

However, the majority of the schools also had an a la carte service which seriously handicapped the effectiveness of the Type A lunch program. A study of the effect of the a la carte service on the nutrition of school children, made by local citizens including many parents, resulted in the elimination of the a la carte service in all elementary schools.

The idea behind the elimination was that when a young child is offered the choice between a balanced lunch with meat and vegetables or pie a la mode, he will choose the latter. And, although pie a la mode might taste better than a well-balanced plate, it's not as good for him.

In addition to this change, criteria used to determine eligibility for free or reduced-price meals was liberalized. This resulted in nearly 1,000 additional children being eligible to receive free or reduced-price lunches.

At the same time, a new lunch ticket system was designed to maintain the anonymity of children who buy a weekly ticket. To encourage sales, weekly tickets are made available at a 20 per cent reduction in price.

Prior to the study, milk purchased with an a la carte lunch was considered under a State Agency policy ineligible for reimbursement under USDA's Special Milk Program.

When the study was completed, the State Agency policy regarding eligibility of milk served with a la carte items was changed. This means that high school children preferring to eat a la carte can now get milk at a reduced price. □

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

AUTUMN FOODS WILL PLEASE CONSUMERS

Autumn shoppers won't find any room for disappointment in their choice of many favorite foods, the U.S. Department of Agriculture's Consumer and Marketing Service says.

Here are some highlights of food supplies at nearby markets: Turkey production this year is estimated at 107 million head. While smaller than last year's big output, there will be plenty of these popular birds to meet all consumer needs.

Pork output is expected to be seasonally large in November; in fact, it promises to be second largest for that month. Fed cattle slaughter is expected to be about 8% larger than the previous year.

Marketings of broiler-fryers are forecast at about 4% above the high level rung up last November, while egg production is expected to be below the level of a year ago.

Cranberries, a natural go-with for turkeys and other poultry, are turning in a crop of some 1.6 million barrels. That's 11% greater than last year and 14% more than average. The four largest producing States this year are Massachusetts, Wisconsin, New Jersey, and Washington.

Apples, one of the most ancient and popular of fruits through the centuries, are estimated at 118½ million bushels this year, only 1% below last year's crop. The five biggest producers this year are New York, Washington, California, Michigan, and Virginia. Among the choice varieties to choose from are Red and Golden Delicious, York, Jonathan, McIntosh, Grimes, Rome Beauty, Gravensteins and Winesaps.

There's a big harvest of pears, too,

nearly 630,000 tons, or more than a third larger than the short 1967 crop. Prunes also are in ample supply.

This year's potato crop is abundant, there are big supplies of rice on hand, and dry split peas add spark to cold weather appetites.

Further good news for food consumers is that the new citrus crop is coming along quite well with good prospects for large supplies of this popular, health-giving fruit. □

SCHOOL BUS DELIVERS FOOD TO THE NEEDY

In Knox County, Nebr., Bon Homme, Charles Mix, and Douglas Counties, South Dakota, many needy people in small towns and isolated communities watch for a school bus—because the bus brings them their USDA food each month. During the first month of its operation, this "commodity wagon" traveled over 1,900 miles to distribute more than 39,000 pounds of USDA food to over 1,700 persons. Working out appropriate schedules for visits to the many towns and communities in the four counties in two States involved a great deal of planning and cooperation. Frequently announcements of the wagon's arrival were made in the local newspapers so that everyone would know where it was stopping.

The four counties are also among the 1,000 poorest counties now receiving USDA family food help. The commodity wagon idea is part of the special efforts of USDA's Consumer and Marketing Service and many local officials to bring this food help to these counties. USDA operates the food programs directly in Knox and Bon Homme counties, while Charles

Mix and Douglas operate their own with financial assistance from USDA. □

ARKANSAS TOPS IN GRADED POULTRY

Arkansas has become the first State to top the one billion pound mark in poultry and egg products graded in a single year, under a cooperative Federal-State poultry grading agreement, USDA's Consumer and Marketing Service has announced.

C&MS officials said that the 1,052,223,189 pounds of poultry and egg products graded in Arkansas by Federal-State poultry graders gives further evidence of that State's rapid strides in production.

Comparison figures show the 1968 Arkansas figure exceeds by 74 percent the amount graded in the State in 1963—604,527,802 pounds. □

WHAT DOES YOUR FOOD-STORE DOLLAR BUY?

How much of your food-store dollar goes for food? About 77 cents, according to a recent study by the Cooperative Extension Service of Purdue University. Of the 77 cents, about 23.5 cents goes for meat; 9 cents for fresh produce; 10 cents for dairy products; 4 cents for frozen foods; and 30.5 cents for groceries. Milk claims the largest portion of the dairy dollar, followed by cheese, ice cream, and butter.

To make the most of your food-store dollar, keep abreast of the U.S. Department of Agriculture's plentiful foods announcements and its weekly Food Shoppers Guide.

Each month USDA's Consumer and Marketing Service publishes a list of foods expected to be plentiful. It enlists the aid of the food industry to publicize these foods and to bring them to the food-buyer's attention. Thus, a smooth, orderly flow of foods passes through regular marketing channels; production abundances are absorbed; farmers' incomes may increase; the food trades operate efficiently; and consumers can continue to expect generous supplies of high quality food. USDA economists and marketing specialists throughout the Nation consider many hundreds of production facts and estimates before recommending a plentiful foods list.

USDA's Food Shoppers Guide is a weekly service to consumers through the Nation's press and wire services. It reports on foods that may be "abundantly available," or just merely "in good supply," in the respective States and nationally for the coming weekend. Fisheries information is supplied by the U.S. Department of the Interior. □

BREAKFASTS BRIGHTEN SUMMER SCHOOL MORNINGS

Four Jersey City, N.J., parochial schools swung their doors open this summer to about 500 underprivileged youngsters to provide them with much needed instruction, recreation, and nutrition.

In order to make sure that the children started their days right, the schools served nutritious breakfasts made possible by the Child Nutrition Act administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

The breakfasts were served between 9 and 10 o'clock and usually consisted of orange juice, dry cereal, fruit and milk. The children received these meals free of charge, since USDA reimbursed the schools for each meal served or the cost of the food, whichever was lower. Since some of the foods were donated by USDA under surplus removal pro-

grams, the per meal food cost was usually less than 15 cents.

"The importance of these breakfasts to our program was readily apparent," commented Sister Barbara Madonna, coordinator of the summer school program. "Many of these children would not have had anything substantial to eat until noon-time, if we didn't serve this breakfast. It gave them that much needed energy to sustain them until lunch. We feel that the breakfasts greatly contributed to the success of our program this year," she said.

Help in serving the meals came from Neighborhood Youth Corps workers, volunteers and college students. Between-meal snacks were also given to the children, using donated USDA commodities, such as cheese, biscuits and orange juice. In order that the schools could store their perishables, USDA provided funds for two freezers.

The four schools in the summer program were St. Peter's, St. Bridget's, Sacred Heart and All Saints. All four schools hope to take part in the breakfast program as well as the National School Lunch Program during the regular school year.

The schools were qualified for this unusual summer breakfast program because they were providing instruction and were located in low-income areas. Schools may also be eligible in areas where students have to travel long distances.

The six-week summer school program, called "Project Prepare," ended on August 9 and was sponsored by the Apostolic Committee of the Newark Archdiocese as well as the Jersey City "Can Do," a community action organization. It was open to all interested pre-schoolers and teen-agers and was funded by several Federal and community agencies as well as suburban parishes. The program was staffed by sisters who volunteered from different areas within the Archdiocese.

Instruction was given in such subjects as music, art, typing, community participation and spoken English. Included in the recreational programs were swimming, baseball, movies and a number of trips. □

FOOD TIPS

-from USDA's Consumer
and Marketing Service

With the coming of autumn, the salad and iced-tea days of summer have been replaced by heartier fare. And the *sirloin tip roast* is just the thing for your new fall menus. It's a boneless roast with very little waste, according to the Livestock Division of the U.S. Department of Agriculture's Consumer and Marketing Service. Although it's not as tender as a sirloin steak, it has a good flavor and is tender enough to be oven roasted in the U.S. Prime, Choice, and Good grades. Lower grades should be pot roasted. Allow at least a third of a pound per person. (This cut is sometimes called the loin tip, the round tip and the knuckle.) □

* * *

If you're looking for a decorative—and edible—food garnish, then *parsley* is what you're looking for. Parsley also ranks very high among vegetables in vitamin A content, says the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service. In addition to being a much sought after garnish, this vegetable can add some nutritive value to the diet. Available the year round, fresh parsley has crisp, bright green leaves, for both the curled-leaf and flat-leaf types. Slightly wilted leaves can be freshened by placing them in cold water after trimming off the ends of the stems. □

IF YOU PACK FRESH grapefruit, oranges, or tangerines in Florida, quality control is pretty important to you. State law requires that all Florida citrus be officially inspected for quality, for one thing, but careful sorting of citrus fruits into grades of quality also means you can more readily sell your fruit at prices that reflect its value.

Quality control charts, developed by the U.S. Department of Agriculture's Consumer and Marketing Service in conjunction with revised U.S. grade standards for Florida citrus, can help you keep a constant watch on quality during packing operations, so you can take immediate action to improve grading. The charts can also be a big selling point with prospective buyers. The charts show the quality of fruit packed at any time during the day, as certified by the Federal-State Inspection Service, whether the quality has varied, and how it has varied. The C&MS Fruit and Vegetable Division supervises the Federal-State Inspection Service in cooperation with State agencies.

The quality control charts grew out of the efforts of Fruit and Vegetable Division standardization specialists to develop faster, more accurate methods of inspecting Florida citrus for quality.

In the old method, inspectors took samples of fruit and computed the *percentages* of defective or off-size fruit. The grade of a particular lot of fruit was determined by comparing these percentages with the tolerances for defects, as listed in the standards for each grade of fruit. The paperwork involved in taking notes, computing percentages, and

Quality Control Charts Aid Citrus Packers

Charts developed by C&MS in revised U.S. grade standards for Florida citrus can help you check quality during packing.

By Frank W. Betz

then making out certificates for each lot of fruit was time-consuming; and several inspectors were required to keep up with the heavy volume of work in larger packing houses.

The new method and the revised grade standards are based on application of a new concept in grade standards—greater use of statistical principles and procedures, which simplify both the computation of tolerances and the writing of grade certificates.

The author is Assistant Head, Standardization Section, Fresh Products Standardization and Inspection Branch, Fruit and Vegetable Division, C&MS, USDA.

In the revised grade standards, the tolerances for defects are listed in a table as *numbers* of fruits in a fixed or standard sample size. The standard sample size for oranges, for example, is 50 fruits. The table of tol-

erances shows the number of defective fruits allowed in each sample taken, as well as in the total number of samples examined.

The inspector takes samples of 50 fruits from the packing bins at frequent intervals during packing operations, and records the number of defective fruits on a note sheet similar to the table of tolerances in the standards. He doesn't need to figure percentages—he just has to count offgrade fruits, and he can see immediately if the lot fails to meet a particular grade.

The quality control charts are simply a plotting of these numbers of offgrade fruits in chart form. With such a chart, you can see if your fruit is falling well within the grade limits for U.S. No. 1 or whatever grade level you are trying to pack.

For example, if the inspector finds a cumulative total of more than three decayed oranges in ten 50-fruit samples, he knows the lot doesn't meet the requirements for U.S. Fancy, U.S. No. 1, or U.S. No. 2 grades.

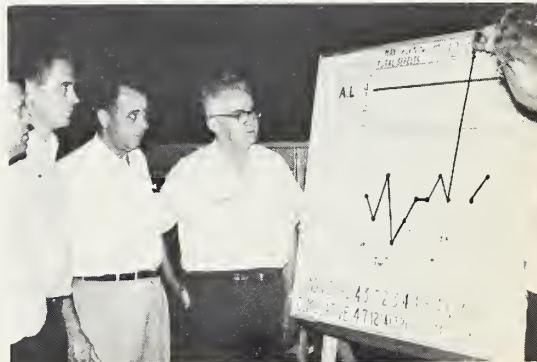
Besides providing packers with a rapid way to check quality, the new procedure makes it easier to train new inspectors, and it cuts down the total number of men required for citrus inspection, because the reduced paperwork gives them more time for actual inspection.

Federal-State inspectors in Florida used the new system of determining grades of citrus on a full-scale basis during the 1967-68 packing season. The new system will be tested in Texas this winter, and the Fruit and Vegetable Division hopes ultimately to expand the system to other commodities. □



In the new procedure, the inspector (left) takes a sample of 50 oranges and plots the number of defective fruits on his sheet.

Packinghouse representatives and buyers (right) watch as the inspector shows how the quality control chart works.



How C&MS Tests COTTON CLOTH for GHANA

By A. M. Hodgkins

Ghana receives about 20 million yards of cloth from the United States under P.L. 480 funds to help her meet her textile needs.

HOW WOULD YOU like the job of testing 20 million yards of gray cotton cloth? That's enough cloth to crisscross this country four times or to go halfway around the world!

The Cotton Division of the U.S. Department of Agriculture's Consumer and Marketing Service has that job—part of an agreement between this country and the African nation of Ghana.

The agreement calls for private textile firms in the United States to sell to Ghana approximately 20 million yards of gray cotton cloth to help that developing nation meet the textile needs of her people. The cloth is being financed under Public Law 480. One of the goals of this law is to help nations which lack foreign exchange obtain needed commodities from the United States.

How is the cloth purchased and how does the buyer know he is getting his money's worth?

The program works this way:

USDA issues a purchase authorization to the Government of Ghana which provides the authority to purchase and obtain financing for a stated dollar amount of gray cotton cloth manufactured in the U.S. Bids are requested and received from U.S. firms within a specified time. From the bids submitted, the Government of Ghana makes a choice (or choices) based on prices offered by the textile manufacturers.

Let's say the ABC Textile Company is a successful bidder. The company is notified by telegram that its terms are satisfactory to the buyer.

After the cloth is manufactured and packaged, the ABC Textile Company notifies C&MS' Cotton Division that its product is ready for inspection. According to the terms of its contract, the company must

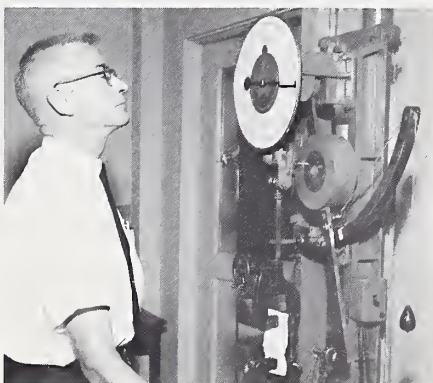
notify C&MS at least 20 days before it intends to ship the cotton cloth to Ghana.

The Cotton Division then assigns an inspector to go to a mutually agreed upon point where the cotton cloth may be inspected. Usually, this inspection point is at the manufacturer's plant.

There, the inspector extracts representative samples of the cloth to send back to C&MS' cotton fiber testing and spinning laboratory in Clemson, S.C. The inspector, while at the plant, also checks the packaging which will be used to ship the cloth overseas.



C&MS Cotton Classifier prepares cotton cloth sample for fabric tests (above) and tests sample of cotton cloth for breaking strength.



Meanwhile, at the C&MS cotton laboratory in Clemson, the samples of cloth from the ABC Textile Company are tested exhaustively by highly trained technicians. The tests are rigid, but are necessary to assure that the cloth meets strict purchase specifications. The cloth, for example, must undergo these checks: weight per linear yard, width, picks and ends (number of individual yarns per inch), breaking strength, and piece length (the number of yards per piece, usually 80 yards or more). The cost of inspection and testing is paid by the manufacturer.

The results of the tests are wired back to the ABC Textile Company. If the cloth meets specifications, an inspection certificate is issued and the company can make final plans to ship the cotton cloth to Ghana.

The next step is for the ABC Textile Company to notify C&MS' Cotton Division when and where it plans to load its lot of cotton goods for Ghana. Then, on the day of loading, C&MS provides an inspector to check-load the cloth onboard ship. This is a final check to assure Ghana of getting the amount for which the manufacturer will demand payment. A checkloading certificate is issued by C&MS to the textile company.

In order to receive payment, the cotton firm must submit, along with other documents, a copy of the inspection certificate and the checkloading certificate.

As a result of this program, people in Ghana can look forward to quality cotton cloth from the United States which can be made into cotton products desperately needed by this growing African nation. □

The author is Chief, Standards and Testing Branch, Cotton Division, C&MS, USDA.

You Can Help Fight Hunger

*By becoming a volunteer worker, you can help
get USDA-donated foods or food stamps to people in need.*

A SHINY LIMOUSINE pulled up and parked near the entrance of the red brick building. Several passersby took notice as a well-dressed woman got out and quickly stepped through a doorway marked "Food Distribution Center."

Some who saw her probably questioned why an apparently well-to-do lady was visiting the place where foods donated by the U.S. Department of Agriculture are given to people of low income.

They didn't know the lady was a volunteer worker going to pick up free food for a needy woman across town who found it difficult to get to the center.

Around the corner from the center another late model car stopped. The young man who was driving waited as a man and a woman got out and entered the building. They returned a short time later with several bags of food and drove away.

These and similar scenes are taking place each month as people all over the country are pitching in to help get food to needy people.

If you feel like doing a community service, but don't know where to start, there is a big demand for volunteer workers to help get USDA-donated foods or food stamps to people in need.

The first step is to be informed. Find out if the Food Stamp Program or Commodity Distribution (Donated Foods) Program is avail-

able to your community. Your local welfare office is a good place to start.

One of these programs is available to needy people in all or parts of 50 States, Puerto Rico and the Virgin Islands. A local area or county will have only one—not both—programs at the same time.

You can help by informing local welfare and county or city officials if you see a need for food donation or food stamps in an area that has no program.

Commodity Distribution Program donated foods are free. There are some 22 nutritious foods available from USDA for distribution on a monthly basis.

The Food Stamp Program increases the food-buying power of low-income people with Federal help. It is spending money normally used to buy food on coupons worth more in buying power. The stamps or coupons are sold on a monthly or semi-monthly basis through county issuance offices, or banks, credit unions, or loan associations.

Where there is a program, volunteers can help to tell people about it, tell them how to go about getting foods or stamps, and help get them into the office to sign up.

You can help by offering transportation to those who don't have a car and can't afford a taxicab, like the young man who waited while the couple picked up their food.

You can help by getting the mes-

sage to people who may not know about it, or who may not know just what to do to get food.

Group meetings, door-to-door canvassing, flyers, radio spot announcements, church bulletins and public waiting rooms can all be used to tell people.

In some areas car pools have been set up among neighbors to get people to the issuance office or food store to use their food stamps.

And USDA makes it possible for volunteers to pick up donated foods or to purchase food stamps for the elderly, disabled or otherwise handicapped people, as did the lady with the limousine.

Families who get donated foods have received guidance from some volunteer groups and individuals on how to eat well on a low budget by purchasing the right kind of food to complement USDA food aid.

Volunteer workers may also help at the local food distribution center by offering assistance with clerical and operational duties. Some centers might need chairs, fans, typewriters and other office supplies, etc.

In some instances there may be a need for baby-sitter services at the center or in homes to relieve mothers while they are being interviewed or getting their food.

Whatever your interest, there is probably a volunteer job you can do to help fight hunger. Call or visit your local welfare office today. □